



**DoD IMAGERY AND
CAPTION STYLE GUIDE**

**ASSISTANT SECRETARY OF DEFENSE
FOR
PUBLIC AFFAIRS**

EXECUTIVE SUMMARY

The purpose of this document is to --

- * Help camera operators write uniform, complete, effective captions.
- * Describe certain technical standards to which DoD imagery must conform.
- * Inform camera operators and others of the procedures for transmitting imagery to the DoD Joint Combat Camera Center (JCCC), the Component Accessioning Points (CAP), and the Defense Visual Information Center (DVIC).

The document's five chapters cover relevant policies, the format for still image captions (with examples), the format and related procedures for motion media captions and cover stories, the DoD-standard Visual Information Record Identification Number (VIRIN), records flows and processes, and the role of the JCCC.

Enclosures contain reference material relevant to the document's subject matter.

TABLE OF CONTENTS

<u>EXECUTIVE SUMMARY</u>	II
<u>LIST OF TABLES</u>	IV
<u>DEFINITIONS</u>	V
<u>ABBREVIATIONS AND/OR ACRONYMS</u>	VIII
<u>CHAPTER 1 POLICY</u>	1
<u>CHAPTER 2 STILL IMAGE CAPTIONS</u>	2
<u>CHAPTER 3 MOTION MEDIA CAPTIONS</u>	6
<u>CHAPTER 4 VIRIN</u>	9
<u>CHAPTER 5 THE RECORDS FLOW PROCESS AND THE JOINT COMBAT CAMERA CENTER</u>	11
<u>ENCLOSURE 1 MILITARY TITLES AND THEIR ABBREVIATIONS</u>	14
<u>ENCLOSURE 2 ABBREVIATIONS</u>	17
<u>ENCLOSURE 3 DD FORM 2537, "VISUAL INFORMATION CAPTION SHEET"</u>	21
<u>ENCLOSURE 4 DOD (ARCHIVAL) FILM SCANNING GUIDELINES</u>	22
<u>ENCLOSURE 5 DOD (ARCHIVAL) DIGITAL CAMERA IMAGE GUIDELINES</u>	25
<u>ENCLOSURE 6 IPTC HEADER FIELD GUIDE</u>	27
<u>ENCLOSURE 7 RECORDS FLOW CHARTS</u>	30
CHART 1 -- VI STILL IMAGE RECORD FLOW (JOINT ENVIRONMENT OR NCA INTEREST)	30
CHART 2 -- VI STILL IMAGE RECORD FLOW (OUTSIDE JOINT ENVIRONMENT)	30
CHART 3 -- VI DOC VIDEO PATH (JOINT ENVIRONMENT OR NCA INTEREST)	30
CHART 4 -- VI DOC VIDEO PATH (OUTSIDE JOINT ENVIRONMENT)	30

LIST OF TABLES

Military Titles and Their Abbreviations	14
U.S. State & Territorial Abbreviations	17
Canadian Provincial Abbreviations	18
Foreign Country Abbreviations	19

DEFINITIONS

1. Accessioning. The acts and procedures by which records are taken into the physical custody of a records center, archival agency, or other records repository.
2. Caption Data. Short explanatory or descriptive data accompanying imagery. Caption data records include DD Form 2537 "Visual Information Caption Sheet," shot sheets/lists, camera operator's notes in either paper or machine-readable form, and, in digital still images, embedded International Press Telecommunications Council (IPTC) header captions.
3. Combat Camera (COMCAM) Imagery. Still and motion imagery of military operations acquired by COMCAM forces, regardless of the medium in which the images are acquired, transmitted, or displayed.
4. Component Accessioning Point (CAP). A central point or designated point in the DoD Components for the receipt, screening, evaluation, and selection of imagery for accessioning into the central DoD VI records center. .
5. Cover Story. A story accompanying imagery which describes the event, operation, action, or activity that the imagery depicts and puts the imagery in a context that the viewer can understand.
6. Decision Logic Table (DLT) for Recording and Handling Imagery. Guidelines for VI personnel and accessioners for acquiring and managing imagery.
7. Defense Visual Information Center (DVIC). The central DOD VI records center maintained by the American Forces Information Service
8. DoD Joint Combat Camera Center (JCCC). The central DoD reception and distribution point for Joint Interest Imagery operated and maintained by the American Forces Information Service.
9. Highlight Record Material. Representative imagery that depicts the significant aspects of an event/operation typically submitted to the JCCC to fulfill immediate requirements.
10. Imagery. A visual representation of a person, place, or thing recorded and stored in any format on a physical medium.
11. IPTC Headers. Caption data that is embedded into a digital still image as part of the image file, and conforms to the standard developed by the International Press Telecommunications Council and the Newspaper Association of America.
12. Joint COMCAM Imagery. COMCAM imagery recorded in the Joint environment.
13. Joint Interest Imagery. Imagery that depicts subjects of known or probable interest to the National Command Authority (NCA), the Office of the Chairman of the Joint Chiefs of Staff (OJCS), or more than one DoD Component. All Combat Camera (COMCAM) imagery shot in the

Joint environment is assumed to be Joint Interest Imagery. Other imagery, both from COMCAM sources and other-than-COMCAM sources (such as Public Affairs and photojournalists), that depicts subjects of known or probable interest to the NCA, OJCS, or more than one DoD Component, is also Joint Interest Imagery. This imagery may help explain or depict quality of life issues, medical and health care, education, housing, and similar subjects.

14. Primary Interest Component. The Component that is the primary subject of the image or scene. There may be more than one. For example, the primary interest components of a photo or scene recorded by an Army camera operator of Air Force planes flying over a Navy ship would be the Air Force and Navy.

15. Scene. All the shots that record a unit of continuous related action(s) but which may include changes in camera angles, camera field of view, pans, or zooms. There is a change of scene when there is a jump to either an unrelated subject or series of action(s) or events, or a change in the geographic location of the subject(s). Thus, imagery of visiting dignitaries that showed them descending from the aircraft, meeting with the commanding general in his office, and reviewing troops on the parade ground would all constitute separate scenes. .

16. Sequence. A series of shots that record a unit of continuous related action(s) in which there is no change in subject matter or geographical location of the subject(s). A sequence can contain shots in which the camera operator changes camera angle, camera field of view, or there is a constant change preceded and succeeded by a shot or sequence of shots that are discontinuous (as in a pan, zoom out, or zoom in).

17. Shot. A single segment of motion media that typically can be identified as a close up (CU), medium shot (MS), long shot (LS), or establishing shot (ES), etc. A shot is a single element which when combined with additional shots makes up a sequence.

18. Still Images. Visual representations or images that are recorded or rendered on a two-dimensional surface or screen by chemical, electronic, or artistic means. Still images fall into three categories:

18.1. Still Photographs. Chemically based images recorded in a camera as either photographic negatives or color transparencies.

18.2. Still Digital Images. Electronically based images that are recorded (either as camera originals in a digital camera or as copies from an analog photographic or image medium) and stored as machine-readable digital files. They include digital still videos, digital images, digital scans of photographs, and digital framegrabs of motion video or television broadcasts.

18.3. Graphic Art. Relating to the design, creation, and preparation of two and three-dimensional visual aid products. Includes charts, graphs, posters, and visual materials for brochures, covers, television, motion pictures, printed publications, displays, presentations, and exhibits prepared manually, by machine, or by computer.

Attachment 4

19. VI Material. Any still and motion film, videotape, disk, or other media that contains visual information. This includes the original, intermediate, master, and any duplicate, print, reference, or dub copy.

20. VI Media. Any films, videotapes, discs, or other physical objects that contain or are capable of containing visual information.

21. VI Record. Visual information along with the related caption and identifying number that has been recorded by or for a DoD activity and designated as record material in accordance with the requirements of both Federal law and Federal regulations. (See Enclosure 2.) While a VI record resides on some form of physical media (such as film, tape, or disk), the record is the informational content as distinct from the media on which it resides.

22. VIRIN. Visual Information Record Identification Number. An alphanumeric designator assigned to a VI record other than a VI production. The life cycle number under which VI records are managed. For the format of the VIRIN, see Enclosure 1.

23. Visual Information (VI). Information in the form of visual or pictorial representations of person(s), place(s), and/or thing(s), either with or without sound.

VI includes still photographs, digital still images, motion pictures, analog and digital video recordings, and hand- or computer-generated graphic arts and animations that depict real or imaginary person(s), place(s), and/or thing(s), and related captions, overlays, and intellectual control data. VI excludes alphabetic, symbolic, or coded data (such as printed text, signals, signs, maps, numerical data, and icons), unless these items are part of larger pictorial representations, or contain pictorial representations (such as maps that include pictures). VI also excludes graphic arts that depict objects other than persons, places, or things (such as organizational structures, process flows, quantitative data, logical relationships, or abstractions).

ABBREVIATIONS AND/OR ACRONYMS

CAP	Component Accessioning Point
COMCAM	Combat Camera
DVIC	Defense Visual Information Center
FTP	File Transfer Protocol
IPTC	International Press Telecommunications Council
JCCC	Joint Combat Camera Center
JPEG	Joint Photographic Experts Group
MOPIC	Motion Picture
MPEG	Moving Pictures Expert Group
NARA	National Archives and Records Administration
TIFF	Tagged Image File Format
VI	Visual Information
VIRIN	Visual Information Record Identification Number
CU	Close Up
ES	Establishing Shot
ECU	Extreme Close Up
LS	Long Shot
MS	Medium Shot

C1. CHAPTER 1

POLICY

C1.1. Purpose. This document has a threefold purpose: First, to aid all photographers and camera operators in writing uniform captions and shotsheets. Second, to describe technical standards to which DoD imagery must conform. And third, to inform camera operators and others of the procedures for transmitting imagery to the JCCC, the CAPs, and the DVIC. Hopefully, this will result in both standardization of caption content and imagery quality at a level sufficiently high to meet all the needs of the DoD.

C1.2. Imagery. DoD imagery provides a valuable visual historical record of the Department of Defense (DoD) operations and related activities. All imagery, including the related caption and VIRIN, are federal records that are subject to DoD and National Archives and Records Administration (NARA) policy directives. According to DoD policy, all imagery transmitted to the JCCC, the CAPs, and the DVIC will have captions and VIRINs.

C1.3. Captions. According to DoD Directive 5040.2, all still and motion imagery will be captioned. It is the responsibility of the photographer/videographer to get all caption information and to be able to use that information effectively in a caption. The caption should be complete and satisfy the questions of who, what, when, where, why and how.

C1.3.1. Still Imagery. Still imagery will follow the captioning guidelines contained in Chapter 2 and the scanning standards listed in Enclosure 4. All still imagery will contain IPTC headers, which become a permanent part of the image file.

C1.3.1.1. IPTC Headers. The format of the IPTC headers and the data input parameters for each IPTC header field are listed in Enclosure 5.

C1.3.1.2. Color Correction. Personnel working with color digital still images will follow the Color Correction Guidelines listed in Enclosure 6.

C1.3.2. Motion Imagery. Motion imagery will follow the captioning guidelines contained in Chapter 3.

C1.3.3. VIRINs. Any photograph, digital image, or individual item of media containing motion imagery that is forwarded to a Component Accessioning Point (CAP), the Joint Combat Camera Center (JCCC), or the Defense Visual Information Center (DVIC) shall have a VIRIN. This VIRIN shall follow the format described in Chapter 4.

C2. CHAPTER 2

STILL IMAGE CAPTIONS

C2.1. Caption Information. It is the responsibility of the photographer to get all caption information and to be able to use that information effectively in a caption. The caption should be complete and satisfy the questions of who, what, when, where, why and how. Camera operators should be factual about describing what is in the photo/video, with the "meat" of the caption at the beginning.

C2.2. Still Image Captions. Caption writers should ensure the names of recognizable individuals are listed and identify all recognizable equipment and weapons systems. Caption writers should be concise. They should NOT include a cover story for still images in the caption. (They should provide a cover story in a separate text file or word processing file and transmit it along with their imagery.)

C2.3. Caption and Image Content. Each caption should be relative to a particular image only. Every significant visual element in a picture should be identified. If something is identified in the caption that is not shown in the image, that caption item should be noted as (not shown).

C2.4. IPTC Headers. All DoD still digital images that are saved to a format which allows for IPTC headers (such as JPEG or TIFF) will contain IPTC headers which becomes a permanent part of the image file. With such headers, the caption is always available to the user as long as the image is viewed with the proper software. In addition, users can build databases without the need to re-enter the caption information. This enables users and customers to search on specific data fields and keywords (e.g. photo name, location, operation/exercise, etc.). Using IPTC headers speeds up image processing by simplifying data entry at every level, including the creation of CD-ROM image collections.

C2.5. All captions should normally follow the following formula:

C2.5.1. Action. The first sentence of the caption describes the action in the photo, in the present tense, and states when and where the photo was taken. If a person is the subject, include full name, rank, unit of assignment, and hometown if possible. (See Enclosure 1 for military titles and rank abbreviations.)

C2.5.1.1. Who. The "who" description should include the name, rank, and military unit or organization of identifiable individuals (do not include hometowns).

C2.5.1.2. What. The "what" description should include the name and nomenclature of any weaponry or equipment; the name and hull designator of any ship; the name and designator of any aircraft or missile; and the unit name and designator of any unit shown. The description should also include any special field gear (such as backpacks, nuclear-biological-chemical protective suits, or utility belts) that people are wearing or carrying. If the subject is a building,

facility, base, fort, or site, then include the name and appropriate designator. (If unable to obtain information by inquiry, then record the relevant nomenclature plates, logos, signs, flags, or other identifiers).

C2.5.1.3. When. The "when" description should include the date and also the approximate time if this is relevant to understanding the content of the image.

C2.5.1.4. Where. The "where" description should include the geographic name of the place where shot. If an aerial shot, the "where" should state: "aerial shot of [subject] over [what geographic place or area]. If shot at sea, the "where" should indicate the body of water and some indication of where (such as "on board the USS Kennedy 200 miles NE of Norfolk" or 550N 1000W). If an interior shot, the "where" should indicate what the scene is the interior of (such as "interior of C-141 cockpit" or "room 2C147 of the Pentagon").

C2.5.1.5. How. The "how" description should include the significance of the actions, subjects, or events depicted unless it is otherwise obvious, i.e. how is the imagery important? If the subjects are performing some action or activity, identify it.

C2.5.1.6. Why. The "why" description should include the purpose of the operation or exercise that the imagery documents.

C2.5.2. Background. The second sentence of the caption gives background on the news event or describes why the photo/video is significant to the DoD. This usually gives the "big picture." Whenever possible, try to keep captions to no more than two concise sentences, while including all the relevant information.

C2.5.3. Credit line. Credit lines for each service should follow the format listed below:

U.S. Navy photo by...
U.S. Marine Corps photo by...
U.S. Army photo by...
U.S. Air Force photo by...
U.S. Coast Guard photo by...
Department of Defense photo by...

C2.5.4. The following are examples of proper captions:

980130-N-1234S-001

An F-14B Tomcat from Fighter Squadron 102 (VF-102) soars in the skies over Iraq, Jan. 30, 1998. VF-102 is attached to the nuclear powered aircraft carrier USS George Washington (CVN 73), which is currently conducting operations in the Persian Gulf during a six month deployment in support of Operation Southern Watch.
(U.S. Navy photo by Lt. John C. Stennis)

Attachment 4

971028-F-2907N-012

Maj. Frank Cavuoti (left), U.S. Air Force, of Garden City, N.Y., and Capt. Mike Ouellette, U.S. Air Force, of Bolton, Conn., plan their sortie for exercise Global Guardian. The two B-2 Spirit stealth bomber pilots are in an area know as the Vault, a secure underground mission planning facility at Whiteman Air Force Base, where B-2 crews receive all their mission data and plan how they will complete their tasking. Cavuoti and Ouellette are attached to the 394th Bomb Squadron, 509th Bomb Wing at Whiteman.

(U.S. Air Force photo by Tech. Sgt. John Nikon, 1st Combat Camera Squadron.)

950210-N-1234B-001

Command seal for the USS John Stennis (CVN-74). The circular shape signifies the NIMITZ class aircraft carrier's unique capability to circle the world without refueling while providing a forward presence from the sea. The predominant colors are red, white, blue and gold - the colors of both the U.S. and the Navy. The eagle and shield is a representation of the gilt eagle and shield overlooking the Old Senate Chamber, where Senator Stennis served. The burst of light emanating from the shield portrays the birth of over 25 major Naval Aviation programs under Senator Stennis' leadership, including all aircraft carriers from USS FORRESTAL (CV 59) to USS HARRY S. TRUMAN (CVN 75), and aircraft from the F-4 Phantom to the F/A-18 Hornet.

(U.S. Navy graphic by DMCS John Bottos, USN)

C2.6. Cover Stories. All still images and photographs accessioned by a CAP or sent to the JCCC should have a short cover story which gives general details regarding the nature and objective of the event, operation, exercise or contingency. The cover story should be considerably longer than captions, and should give more detailed information concerning the operation, exercise, or event as a whole, etc. This will enable the JCCC, the DVIC, and other digital sites to link all of their imagery to the appropriate cover stories for the benefit of their users and customers

C2.6.1. The following is an example of a cover story:

U.S. and Kuwaiti Ships Strengthen Warfare Skills by JO1 Bruce Moody, AFIS
AL JABER KUWAIT - Nuclear-powered aircraft carrier USS George Washington (CVN 73), guided missile frigate USS Samuel B. Roberts (FFG 58), and amphibious assault ship USS Guam (LPH 9) recently completed the warfare training exercise GulfWatch 98-1. The exercise, with Kuwait Defense Force (KDF) ships, took place in the Persian Gulf, the most strategically significant body of water in Southwest Asia.

Kuwaiti participants included the fast patrol boats KDFS Istiqlal (P-5072) and KDFS Al Sanbouk (P-4505). Air support was provided by P-3C Orion patrol aircraft from U.S. Navy Patrol Wing 3 Detachment (PatWing 3), Sigonella, Italy.

During 14 days of intensive operations, surface combatants and supporting aircraft tested and honed their warfare skills against Kuwaiti warships.

Through a series of structured and free-play events, the combined U.S. Navy-Kuwait forces evaluated communications and tactics. U.S. Navy P-3C patrol aircraft and SH-60C Sea Hawk helicopters provided near continuous air coverage.

After several days of sustained operations, the ships refueled at sea from the Kuwaiti oiler KDFS Rabana (A-05). For Guam, it was the first underway replenishment with the KDF.

C2.7. Abbreviations. Abbreviations should follow the formats described below and in Enclosures 1 and 2.

C2.7.1. Military Title abbreviations should follow the format used by the Military Services and described in Enclosure 1, "Military Titles and their Abbreviations."

C2.7.2. State and Canadian Province abbreviations should follow the U.S. Postal Service format described in Enclosure 2, "Abbreviations."

C2.7.3. Country abbreviations should follow the IPTC header codes described in Enclosure 2, "Abbreviations."

C2.8. Release of Imagery. If possible, Public Release clearance of imagery should take place at the local level, i.e., Public Affairs Office, Joint Information Bureau (JIB) or Press Information Center (PIC). Each Service has its own Public Release policy for imagery and each photographer/videographer should be well aware of those policies.

C2.8.1. Any photo or digital image that is posted to a website accessible to anyone other than registered military users shall be cleared for release.

C2.8.2. When a releasing authority releases a photo, that authority must include the following:

A dateline.

The word "Released" in parentheses following the credit line, e.g., (Released)

The organization name, title, and phone number of the releasing authority (e.g.: CINCLANTFLT (PAO) DSN: 564-1234; TSAK Korea PAO; Andrews AFB/89th AW/PAO) which is entered into the IPTC caption header "Special Instructions/Public Release Instruction" field.

C2.8.3. The following is an example of a released photo caption:

971217-F-1234C-001

TUZLA AIR BASE, Bosnia and Herzegovina -- U.S. Air Force Security Policeman Airman 1st Class Marco C. Kalkbrenner inspects a vehicle before letting it enter Tuzla Air Base in Bosnia and Herzegovina, Dec 17, 1997. Kalkbrenner is assigned to the 401st Expeditionary Air Base Group in Tuzla in support of Operation Joint Guard. Kalkbrenner, of Virginia Beach, Va., is deployed from the 48th Security Forces Squadron, RAF Lakenheath, United Kingdom.
U.S. Air Force Photo by Staff Sgt. Pat Canon. (Released)

C3. CHAPTER 3

MOTION MEDIA CAPTIONS

C3.1. Caption Information. Without good captions, VI materials are not useful to users. It is the responsibility of the photographer to get all caption information and to be able to use that information effectively in a caption. The caption should be complete and satisfy the questions of who, what, when, where, why and how. Camera operators should be factual about describing what is in the video, with the "meat" of the caption at the beginning.

C3.2. Cover Stories, VI Caption Sheets, and VIRIN. All motion media recordings must have VI caption sheets and cover stories, and must be assigned a VIRIN (For format, see Chapter 4). The VIRIN is the identifier that links the motion media to the related caption data. Motion media is of little use to customers if the content cannot be identified.

C3.2.1 Caption Forms. When writing VI caption sheets and cover stories, camera operators should use DD Form 2537 (Enclosure 3), a similar computer generated caption form, or a voice recorder. These allow camera operators to detail the " who, what, when, where, why and how" information recorded on the videotape. Accurate and complete captions are vital.

C3.2.2. Cover Story. The cover story is the main source of information for editing the raw product into a cohesive story. Camera operators should include any background on the subject or event which might be useful to potential users and a narrative of the action that includes general details regarding the nature and objective of the event, operation, exercise, or contingency being documented. For an example of a cover story, see Item C2.6.1. in the preceding chapter.

C3.2.3. Interviews. Whenever possible, all camera operators should shoot interviews to support their video documentation. An interview of a senior commander or NCO in the field or command post helps establish the story and serves as an excellent vehicle to explain to the viewer what is occurring in the video. Those individuals who are being interviewed should state their names, ranks, commands, and where their commands are located.

C3.3. All VI caption sheets should normally follow the following formula:

C3.3.1. Subjects, events, and actions are described at both the scene and shot sequence level.

C3.3.1.1. Scene descriptions shall include the following:

C3.3.1.1.1. Action. The first sentence of the caption describes the action in the video in the present tense, and states when and where the video was taken. If a person is the subject, include full name, rank, unit of assignment, and hometown if possible. (See Enclosure 1 for military titles and rank abbreviations.)

C3.3.1.1.1.1. Ships, Aircraft & Weapons. If a U.S. Navy ship is in the video, include both the name and the hull designation Number (CV 63 or FFG 58). If an aircraft or missile is in the video, include the model (F-16D or AIM-9) and unit designator. If a weapons platform is in the video, include the model (M1A2 Abrams tank or M-16A1 rifle)

C3.3.1.1.1.2. Who. The "who" description should include the name, rank, and military unit or organization of identifiable individuals (do not include hometowns).

C3.3.1.1.1.3. When. The "when" description should include the date and also the approximate time if this is relevant to understanding the content of the image.

C3.3.1.1.1.4. Where. The "where" description should include the geographic name of the place where shot. If an aerial shot, the "where" should state: "aerial shot of [subject] over [what geographic place or area]. If shot at sea, the "where" should indicate the body of water and some indication of where (such as "off the coast of Norfolk, VA" or "in the Mediterranean"). If an interior shot, the "where" should indicate in what the interior is located (such as "interior of C-141 cockpit" or "room 2C147 of the Pentagon").

C3.3.1.2. Credit line. Credit lines for each service should follow the format listed below:

U.S. Navy motion imagery by...
 U.S. Marine Corps motion imagery by...
 U.S. Army motion imagery by...
 U.S. Air Force motion imagery by...
 U.S. Coast Guard motion imagery by...
 Department of Defense motion imagery by...

C3.3.2. Shot descriptions shall include changes within the scene, such as a:

- Change of camera field of view (e.g. from long shot to close up),
- Shift of subject within scene (e.g. from close up of person A in scene to close up of person B or a pan or zoom),
- Change in camera angle (from left front view of plane to right front view of plane), or the physical relationship of the camera operator to the objects or people in the scene (e.g. camera operator moves from in front of the speaker to a side rear of the speaker in order to record both speaker and audience reaction).

This description shall be written on each line of the DD Form 2537. (See example in Enclosure 3, DD Form 2537, 'Visual Information Caption Sheet').

C3.3.2.1. The following are examples of proper scene and sequence captions:

980130-N-1234S-001

An F-14B Tomcat aircraft assigned to Fighter Squadron 102 (VF102) takes off from the nuclear-powered aircraft carrier USS George Washington (CVN-73) on a mission over Iraq, Jan. 30, 1998. VF-102 is currently conducting operations in the Persian Gulf during a six-month deployment in support of Operation Southern Watch. (U.S. Navy motion imagery by LT. John C. Stennis)

1 - LS of F-14B's on carrier flight deck

Attachment 4

- 2 - MS of F-14B lining up on catapult
- 3 - ECU of VF-102 logo and designator on F-14B aircraft
- 4 - MS of F-14B being launched by catapult
- 5 - LS pan of F-14B in flight

971223-F-2907N-001

The Honorable William S. Cohen, U.S. Secretary of Defense, arrives at Tuzla Air Base in Bosnia-Herzegovina where he is greeted by Commanding Major General Charles G. Devens. The Secretary arrived on December 23, 1997 on a C-17 Globemaster from the 17th Airlift Squadron in Charleston Air Force Base, SC to spend Christmas with the Stabilization Force soldiers and airmen stationed at Tuzla. (U.S. Air Force motion media by TSgt. John Nikon, 1st Combat Camera Squadron.)

- 1 - ES of aircraft landing at Tuzla
- 2 - LS of plane taxiing to debarkation point
- 3 - LS of Cohen and party exiting from plane
- 4 - MS of MG Devens greeting Cohen and party
- 5 - CU of Cohen and MG Devens talking
- 6 - LS pan of airmen and soldiers witnessing the arrival ceremony

C4. CHAPTER 4

VIRIN

C4.1. VIRIN. The Visual Information Record Identification Number (VIRIN) is assigned at the acquisition level by the originator (e.g. photographer, videographer, producer, graphic artist). The VIRIN applies to all selected imagery that meets The "Decision Logic Table Instructions for Recording and Handling Visual Information Material" criteria for imagery retention and is intended for submission to Component Accessioning Points, the Joint Combat Camera Center, or the Defense Visual Information Center. Each photo/digital image and each separate unit of media must have a VIRIN applied to support long term record requirements.

C4.1.1. The VIRIN consists of 15 data elements in the following format YYMMDD-S-NNNA-NNN. Following is a description of the data elements for the new VIRIN fields (with a dash between each field):

C4.1.1.1. Field 1 (YYMMDD): Date the image was acquired or originated, in the year, month, date format;

C4.1.1.2. Field 2 (S): The Service affiliation or status of the Camera operator or originator. The code abbreviations are:

A = To indicate a uniformed member, civilian employee, or contract employee of the Army

N = To indicate a uniformed member, civilian employee, or contract employee of the Navy

F = To indicate a uniformed member, civilian employee, or contract employee of the Air Force

M = To indicate a uniformed member, civilian employee, or contract employee of the Marine Corps

G = To indicate a uniformed member, civilian employee, or contract employee of the Coast Guard

D = To indicate a civilian or contract employee of the Department of Defense not falling into one of the categories above

O = To indicate a person not falling into one of categories above (such as non DoD civilians and members of coalition or allied forces);

C4.1.1.3. Field 3 (NNNA): Camera operator's or graphic artist's personal identification (last four numbers of his/her Social Security Number, plus the first initial of his/her last name). Example: Army Sergeant John Doe, SSN 123-45-6789 = 6789D. In the case of category O above, such as a member of a foreign military, or a civilian not affiliated with DoD, 9999 followed by the first letter of the acquirer's or originator's last name. Example: Abdullah Mohammed, a foreign civilian = 9999M.

C4.1.1.4. Field 4 (NNN): Image or unit of media number in sequential order (beginning with 001 for that same day). Numbering should follow the approximate order in which each unit of media was acquired or originated by the person identified in Fields 3 and 4 on the day identified in Field 1, starting with 001 and continuing consecutively as necessary up to 999. Field 4 of the VIRIN shall reflect the approximate order of a given person's imagery acquisition or

Attachment 4

origination activities on a given day, without regard to variables such as media, so that no two units of media are assigned identical VIRINs.

C4.1.1.5. Examples. An example of a VIRIN for a still image recorded by for Army Sergeant John Smith, with an SSN of 123-45-6789, and consisting of the tenth image selected on Jan 30, 1998 is: 980130-A-6789S-010. An example of a VIRIN for the third videotape recorded by Air Force Sergeant John Reed, with an SSN of 234-44-5678 that was shot on Jan 31, 1998 is: 980131-F-5678R-003.

C4.1.1.6. Fields 2 and 3 of the VIRIN for a work of art created by more than one individual shall reflect the individual who was the lead creator or head of the team responsible for creating the item. Thus, a photomontage consisting of several photographs, each shot by a different photographer, would have the Service designator and Social Security digits of the person in charge of creating the montage.

C4.1.1.7. Copies shall bear the VIRIN of the original, even if conversions between analog and digital, or changes in medium, format, compression, or size occur during the copying process.

C4.1.1.8. Imagery or other units of media which are derived from existing, VIRIN-bearing materials, but which differ significantly in appearance relative to that from which derived, shall, upon creation and unless discarded, be assigned their own VIRIN.

C4.2. Specific Requirements for Motion Imagery.

C4.2.1. A VIRIN will be assigned to identify motion imagery on a specific unit of media (such as a videotape or a disc).

C4.2.2. A VIRIN slate, if possible, will be recorded at the beginning of each videotape.

C4.2.3. The consolidation of the motion imagery of separate camera original media on to a single videotape, film reel, or storage device will include all applicable VIRINs (and scene designators).

C4.2.4. The physical exterior of each individual videotape, film reel, or motion storage device sent outside the originating Component (including those sent to the JCCC, or the DVIC) will be marked with the applicable camera original VIRIN(s).

C5. CHAPTER 5

THE RECORDS FLOW PROCESS AND THE JOINT COMBAT CAMERA CENTER

C5.1. Records Flow Processes. After camera original imagery has been shot, it can follow one of three paths. Which path it follows depends on several factors: the operational context in which it is recorded, the characteristics of the media upon which the imagery is recorded, and the subject matter content. Regardless of the path, any still digital imagery submitted to either the JCCC or the CAP must meet the standards specified in Enclosure 4. The three paths are as noted below:

C5.1.1. Submission to the JCCC. Imagery falling into this category consists of Joint Interest Imagery. This will consist mostly of imagery shot by combat camera operators in the joint environment, but will also include other imagery that meets certain subject matter and media criteria. See Item C5.5. below. The subject matter content that they are to submit is described in the "Decision Logic Table Instructions for Recording and Handling Visual Information Material." The media that they are to submit is described in Enclosure 1 of the above manual and in Table 2-1 of Chapter 2 of the "Instructions for Handling Visual Information (VI) Material". In brief summary, imagery going to the JCCC consists of JPEG stills, unprocessed still picture film, and video containing subjects of HIGH operational, historical, and media value. Depending on the nature of the VI record material, it will then subsequently go to either the DVIC or the CAP.

C5.1.2. Retention at the Originating Facility. Imagery falling into this category consists of imagery shot by local camera operators of subjects defined by the "Decision Logic Table Instruction for Recording and Handling Visual Information Material" as subject matter material of LOCAL value only.

C5.1.3. Submission to the CAP. Imagery falling into this category consists of all imagery not falling into the above two categories. This includes most material shot in the Service COMCAM (as distinct from the Joint) environment and all major command, base, facility, installation, and ship originated imagery that is defined by the "Decision Logic Table Instructions for Recording and Handling Visual Information Material" as subject matter material of other than LOCAL value only. In addition, certain categories of media shot in the Joint environment will also be sent to the CAP. These are described in Enclosures 1 and 2 of the above Decision Logic Table as well as in Chapter 2 of the "Instructions for Handling Visual Information (VI) Material." The CAP selects imagery of significant operational, historical, or research value (and/or of news media interest) for transmittal to the DVIC. For a flow chart of the various records flow patterns, see Enclosure 7 "Records Flow Charts."

C5.2. Purpose of the DVIC. The purpose of the DVIC is to serve as the DoD records center for the storage of VI records of long-term operational, historical, or research value. It is also the point through which VI records are made available to both DoD and the public.

C5.3. Purpose of the CAPs. The purpose of the CAPs is to screen imagery in order to identify VI records that have long-term operational, historical, or research value so they can be sent to the DVIC and to segregate out VI material that either has no long-term value or is repetitive or duplicative. The CAPs also identify and correct improperly written captions in so far as this is possible. In addition, the CAPs pinpoint gaps in coverage and arrange for camera operators to record subjects of interest to the DVIC. Camera operators wishing to submit VI material to the DVIC should do so through the CAP.

C5.4. Purpose of the JCCC. The purpose of the DoD JCCC as formalized in reference (b) is to serve as the primary collection point for all Joint Interest Imagery.

C5.4.1. The imagery received by the DoD JCCC is expeditiously processed or dubbed in accordance with the requirements of the National Command Authority (NCA), the Chairman of the Joint Chiefs of Staff (CJCS), the Joint Staff, Military Services' operations centers and briefing teams, OASD (PA), and other authorized agencies within the National Capital Region (NCR), the Pentagon, and the Unified Commands.

C5.4.2. Guidelines. In preparing, acquiring and shipping imagery to the DoD JCCC, the information contained in this manual and in the "Instructions for Handling Visual Information (VI) Material" should be used as a guide. To ensure maximum dissemination of imagery, it is imperative that the guidelines stated in this manual be strictly followed.

C5.4.3. Timeliness. Timeliness is critical to the JCCC operation. The decision-makers in the DoD, NCA, JCS, OASD (PA) and other significant military and civilian organizations need captioned imagery as fast as technologically and physically possible. Every effort should be made by camera operators to get the imagery, along with the captions and/or run sheets and a brief cover story to the JCCC as soon as possible after shooting.

C5.4.4. The JCCC is equipped with state-of-the-art automated reception equipment for around-the-clock reception of many forms of electronic imagery. Normally manned from 0600 to 1700 hours, Eastern Standard Time, Monday through Friday, the JCCC can adjust the hours to meet mission and contingency requirements. If mission requirements dictate that you must use secure means (i.e., STU III) to transmit your imagery, coordinate your request with the JCCC NCOIC.

C5.5. Imagery that goes to the JCCC. The following categories of imagery are Joint Interest Imagery and should be sent by camera operators to the JCCC:

- Imagery designated as HIGH value imagery in the "Decision Logic Table Instructions for Recording and Handling Visual Information Material."
- Imagery shot in the Joint COMCAM arena.
- Imagery of obvious or stated interest to either the National Command Authority (NCA) or the national news media.
- Imagery specifically requested by the JCCC

(Note: These are largely overlapping categories)

C5.6. Transmitting Still Imagery to the JCCC. There are several methods of transmitting imagery to the JCCC: FTP (File Transfer Protocol), E-mail, Timbuktu Pro or Timbuktu Remote. For more information regarding FTP and TP software available through the JCCC, contact the JCCC at (703) 428-1158.

C5.7. Sending Video to the JCCC. Units sending video to the JCCC should coordinate with the JCCC concerning the video formats to be sent forward. Video can be sent to JCCC in several ways: through regular mail, Federal Express, DHL Overnight or by Express Mail. The fastest means available should always be used so that the video can get here in a timely manner. All tapes sent to the JCCC should be sent to the following address: (If you need assistance with shipping mode/cost contact the JCCC.)

JCCC

Rm. 5A518, Pentagon

Washington, D.C. 20330-1600

C5.8. Video Formats. The JCCC can handle the following video formats: Beta SP, Digital, Hi-8, and VHS. If at all possible, please send originals. If not possible, send high quality dubs right after shooting. Prime cuts (defined as those motion imagery clips deemed of such quality and content as to tell the story or provide the National Command Authority (NCA) with that imagery which is a good representation of the event which was documented) are acceptable. Prime cuts should be edited to allow enough frames at the heads and tails of each shot to allow others to make editorial decisions. The video should have natural sound only with no editing effects. Timeliness and adherence to captioning and VIRIN policy is of utmost importance.

E1. ENCLOSURE 1**MILITARY TITLES AND THEIR ABBREVIATIONS**

E1.1. In all captions and/or stories, use from the table below the abbreviations for military rank when the rank is used for the first time before an individual's name. In subsequent references to the rank, use the fully spelled out version rather than the abbreviated version.

E1.1.1. Example: Chief of Naval Operations ADM Jay L. Johnson, meets with the sailors on board USS Nimitz (CVN 68) on Christmas day. The admiral thanked the sailors for their efforts in support of Southern Watch.

E1.T1.**COMMISSIONED OFFICERS**

Rank	Grade	Army Usage before a name	Navy & Coast Guard Usage before a name	Air Force Usage before a name	USMC Usage before a name
General Admiral	O-10	GEN	ADM	Gen	Gen
Lieutenant General Vice Admiral	O-9	LTG	VADM	LtGen	LtGen
Major General Rear Admiral Upper Half	O-8	MG	RADM	MajGen	MajGen
Brigadier General Rear Admiral Lower Half	O-7	BG	RADM	BrigGen	BrigGen
Colonel Captain	O-6	COL	CAPT	Col	Col
Lieutenant Colonel Commander	O-5	LTC	CDR	Lt Col	Lt Col
Major Lieutenant Commander	O-4	MAJ	LCDR	Maj	Maj
Captain Lieutenant	O-3	CPT	LT	Capt	Capt
First Lieutenant Lieutenant Junior Grade	O-2	1LT	LTjg	1st Lt	1st Lt
Second Lieutenant Ensign	O-1	2LT	ENS	2nd Lt	2nd Lt
Chief Warrant Officer	W-2 to W-5	CW2 to CW5	CWO2 to CWO4	CWO-2 to CWO-5	
Warrant Officer	W-1	WO1	CWO-1		

ENLISTED PERSONNEL

Rank	Grade	Army Usage before a name	Navy & Coast Guard Usage before a name	Air Force Usage before a name	USMC Usage before a name
Sergeant Major of the Army Master Chief Petty Officer Of the Navy Master Chief Petty Officer Of the Coast Guard Chief Master Sergeant of The Air Force Sergeant Major of the Marine Corps	E-10	SMA	MCPON	CMSAF	Sgt MajMC
Command Sergeant Major Master Chief Petty Officer Chief Master Sergeant Sergeant Major Master Gunnery Sergeant	E-9	CSM SGM	MCPO	CMSgt	SgtMaj MGySgt
First Sergeant Master Sergeant Senior Chief Petty Officer Senior Master Sergeant	E-8	1SG MSG	SCPO	SMSgt	1st-Sgt MSgt
Sergeant First Class Platoon Sergeant Chief Petty Officer Master Sergeant Gunnery Sergeant	E-7	SFC PSG	CPO	MSgt	GySgt
Staff Sergeant Petty Officer First Class Technical Sergeant	E-6	SSG	PO1	TSgt	SSgt
Sergeant Petty Officer Second Class Staff Sergeant	E-5	SGT	PO2	SSgt	Sgt
Corporal Specialist Petty Officer Third Class Sergeant Senior Airman	E-4	CPL SPC	PO3	Sgt SrA	Cpl

ENLISTED PERSONNEL (Continued)

Rank	Grade	Army Usage before a name	Navy & Coast Guard Usage before a name	Air Force Usage before a name	USMC Usage before a name
Private First Class Seaman Airman Engineman Airman First Class Lance Corporal	E-3	PFC	SN	A1C	LCpl
Private Seaman Apprentice Airman Private First Class	E-2	PVT	SA	Amn	Pfc
Private Seaman Recruit Airman Basic	E-1	PVT	SR	AB	Pvt

*In the case of the Sergeant Major of the Army, Master Chief Petty Officer of the Navy, the Master Chief Petty Officer of the Coast Guard, the Chief Master Sergeant of the Air Force, or the Sergeant Major of the Marine Corps, it may be necessary to explain the significance of the title: Example: Army SMA. John Jones, who holds the Army's highest rank for enlisted personnel, said he was excited to witness the Army's latest new personnel training.

**In addition to the ranks listed above, both the Navy and Coast Guard have ratings such as machinist, radioman, torpedoman, etc., that are job descriptions. Do not use any of these designations as a title on first reference. If one is used before a name in a subsequent reference, do not capitalize or abbreviate it.

E2. ENCLOSURE 2**ABBREVIATIONS**

E2.1. When writing captions or cover stories, spell out the names of the 50 U.S. states and 12 Canadian provinces and territories when they stand alone in textual material. Use United States Postal Service (USPS) State or Province abbreviations only in conjunction with the name of a city, town, village, or military base. USPS abbreviations are as follows:

E2.T1. U.S. STATE & TERRITORIAL ABBREVIATIONS

State/Territory	USPS
Alabama	AL
Alaska	AK
American Samoa*	AS
Arizona	AZ
Arkansas	AR
California	CA
Canal Zone*	CZ
Colorado	CO
Connecticut	CT
Delaware	DE
District of Columbia	DC
Federated States of Micronesia*	FM
Florida	FL
Georgia	GA
Guam*	GU
Hawaii	HI
Idaho	ID
Illinois	IL
Indiana	IN
Iowa	IA
Kansas	KS
Kentucky	KY
Louisiana	LA
Maine	ME
Marshall Islands*	MH
Maryland	MD
Massachusetts	MA
Michigan	MI
Minnesota	MN
Mississippi	MS
Missouri	MO

State/Territory	USPS
Montana	MT
Nebraska	NE
Nevada	NV
New Hampshire	NH
New Jersey	NJ
New Mexico	NM
New York	NY
North Carolina	NC
North Dakota	ND
Northern Mariana Islands*	MP
Ohio	OH
Oklahoma	OK
Oregon	OR
Palau*	PW
Pennsylvania	PA
Puerto Rico*	PR
Rhode Island	RI
South Carolina	SC
South Dakota	SD
Tennessee	TN
Texas	TX
Utah	UT
Vermont	VT
Virgin Islands*	VI
Virginia	VA
Washington	WA
West Virginia	WV
Wisconsin	WI
Wyoming	WY

* Denotes names of U.S. territories

E2.T2. CANADIAN PROVINCIAL ABBREVIATIONS

Province	USPS
Alberta	AB
British Columbia	BC
Manitoba	MB
New Brunswick	NB
Newfoundland	NF
Northwest Territories	NT
Nova Scotia	NS

Province	USPS
Nunavut	NU
Ontario	ON
Prince Edward Island	PE
Quebec	QC
Saskatchewan	SK
Yukon	YT

E2.2. When the names of Canadian provinces or U.S. territories (indicated with an asterisk in the above tables) are used in a caption, they should be spelled out the first time they are used and then abbreviated using the USPS code when used subsequently in caption or cover story.

E2.3. In captions and cover stories, place a comma between the city and the state, and another comma after the state, unless ending a sentence.

Examples:

Four C-141 Starlifters over Montana while in flight from Scott AFB, Illinois to Fort Nelson, British Columbia to participate with Canadian Air Force aircraft from Vancouver, BC, in a joint rescue and firefighting exercise.

Navy divers explore the wreck of a sunken Japanese freighter in waters off of Yap, Federated States of Micronesia, looking for artifacts which will be donated to the museum on Truk, FM.

E2.4. When an Air Force Base or Naval Air Station are used for the first time in a caption or cover story, they should be spelled out. Spell out each unit's name instead of using military acronyms and jargon such as 1st LAR BN or the 5/6 Infantry.

E2.5. When writing captions or cover stories, spell out the names of foreign countries when they are used for the first time. Use the abbreviations in the following Table for subsequent references in the caption or cover story to the country

E2.T3. FOREIGN COUNTRY ABBREVIATIONS

Foreign Country	Code
Afghanistan	AFG
Albania	ALB
Algeria	DZA
Angola	AGO
Anguilla	ALA
Antarctica	ATA
Argentina	ARG
Armenia	ARM
Atlantic Ocean	AOC
Australia	AUS
Austria	AUT
Azerbaijan	AZE
Bahamas	BHS
Bahrain	BHR
Belarus	BLR
Belgium	BEL
Belize	BLZ
Bermuda	BMU
Bolivia	BOL
Bosnia and Herzegovina	BIH
Brazil	BRA
British Indian Ocean Territories	IOT
Bulgaria	BGR
Cameroon	CMR
Canada	CAN
Chile	CHL
China	CHN
Columbia	COL
Costa Rica	CRI
Croatia	CRO
Cuba	CUB
Cyprus	CYP
Czech Republic	CZE
Denmark	DNK
Dominica	DMA
Dominican Republic	DOM
Ecuador	ECU
Egypt	EGY
El Salvador	SLV
Estonia	EST

Foreign Country	Code
Ethiopia	ETH
Finland	FIN
France	FRA
Georgia	GEO
Germany	DEU
Ghana	GHA
Greece	GRC
Greenland	GRL
Grenada	GRD
Guatemala	GTM
Guinea	GIN
Haiti	HTI
Honduras	HND
Hungary	HUN
Iceland	ISL
India	IND
Indian Ocean	IOC
Indonesia	IDN
Iran	IRN
Iraq	IRQ
Ireland	IRL
Israel	ISR
Italy	ITA
Jamaica	JAM
Japan	JPN
Jordan	JOR
Kazakhstan	KAZ
Kenya	KEN
Kuwait	KWT
Kyrgyzstan	KGZ
Laos	LAO
Latvia	LVA
Lebanon	LBN
Liberia	LBR
Lithuania	LTU
Macedonia	MKD
Mediterranean Sea	MED
Mexico	MEX
Micronesia	FSM
Mozambique	MOZ

Attachment 4

Foreign Country	Code
Namibia	NAM
Netherlands	NLD
New Zealand	NZL
Nicaragua	NIC
Niger	NER
Nigeria	NGA
North Korea	PRK
Norway	NOR
Pacific Ocean	POC
Pakistan	PAK
Panama	PAN
Paraguay	PRY
Peru	PER
Philippines	PHL
Poland	POL
Portugal	PRT
Qatar	QAT
Romania	ROM
Russian Federation	RUS
Rwanda	RWA
Saudi Arabia	SAU
Singapore	SOP
Slovak Republic	SVK
Slovenia	SVN
Somalia	SVM
Spain	ESP

Foreign Country	Code
Sudan	SDN
Swaziland	SWZ
Sweden	SWE
Switzerland	CHE
Syria	SYR
Tajikistan	TJK
Thailand	THA
Turkey	TUR
Ukraine	UKR
United Arab Emirates	ARE
United Kingdom	GBR
United States	USA
Venezuela	VEN
Vietnam	VNM

Antigua and Barbuda

Barbados

Guyana

St. Lucia

St. Vincent and the Grenadines

British Virgin Islands

Caribbean Sea

Arctic Ocean

Montserrat

St. Christopher-Nevis

Trinidad

Tobago

Note: Entries in bold italics presently lack three-character codes

E3. ENCLOSURE 3

DD FORM 2537, "VISUAL INFORMATION CAPTION SHEET"

[Adobe PDF](#)
[PerForm Pro](#)
[FormFlow 2.0](#)

E4. ENCLOSURE 4

DOD (ARCHIVAL) **FILM SCANNING GUIDELINES**

E4.1. This document provides guidance on the standards to be used when scanning original film images into digital format. It is necessary to insure that the most useful file size and type are sent to the Defense Visual Information Center (DVIC) for inclusion in the still media records collection. Adhering to these standards will protect the archival quality of permanent DoD visual information records and insure their widest possible dissemination.

E4.2. The following standards shall be utilized when scanning imagery for forwarding to the JCCC or CAP. Imagery retained for local use may be cropped, color corrected, or resized in accordance with the guidelines of DoD 5040.5, "Alteration of Official DoD Imagery."

E4.3 Procedures for scanning slides or negatives:

E4.3.1. Clean image: Before scanning the film, dust and smudges should be removed. After scanning, enlarge the image on the monitor and examine for imperfections such as dust and scratches. Remove digital imperfections with the cloning tool in Adobe PhotoShop

E4.3.2. Scanner Specifications

- 35mm film format (minimum)
- 12 bits per RGB channel (or better)
- Full frame area array CCD
- 2,000 pixels per inch (PPI) resolution
- Selectable film types
- Automatic focus
- Selectable sharpening settings, including option to turn sharpening off
- Contrast, brightness, color balance and white point adjustments
- Software compatible with Adobe PhotoShop Plug-in interface

E4.3.3. A 35mm image scanned in at 2,000 DPI should yield approximately a 15 to 18 megabyte file size, depending on the content of the image.

E4.3.4. Resolution: Film will be scanned at 2,000 DPI minimum. If scanner software is set by output resolution, select a file size of 15 megabytes or larger (from a 35mm full frame scan).

E4.3.5. Cropping: Crop only the black borders showing outside the frame of the scanned image. Cut off the extraneous borders produced by the scanning process. Including the black border in the scan creates additional work in that the image will have to be re-scanned before it can be accessioned into the official records. The scanned image should contain the full frame of the original, exposed film image.

E4.3.6. Corrections: Do not make corrections to Levels, Auto Levels, Curves, Color Balance, and Brightness/Contrast. Since monitors are calibrated very differently, what you see on the monitor is usually not what output devices produce.

E4.3.7. Orientation: Ensure the image is correctly oriented prior to saving in JPEG format.

E4.3.8. Image Size: The DVIC standard is to set the longest side at 10 inches. With the constraints locked on, all the other image perimeters will adjust appropriately. The constrain proportions box must be marked. If this is done correctly, the file size will not change.

E4.3.9. File Size: Make no adjustments to the file size.

E4.3.10. File Type and Name: Save in the Joint Photographic Experts Group (JPEG) format; recommend ending the file name with the 'jpg' file extension. The file name of a digital image shall be the image's VIRIN, unless the software in use does not support the VIRIN's format. If system software does not support long file names, use the standard 8.3 file name convention. The first six characters are the date in VIRIN format with the last two characters of the VIRIN added (the sequence number). A JPEG file shall have the file extension .jpg. An example of a digital still image file in 8.3 format would be 980430-N-8204E-005 becoming 98043005.jpg.

E4.4. Captioning: Chapter 2 of this Manual should be followed when writing the caption. Do not use general captions for a series of Photos. Identify exactly what is in each image. Identify all the visible elements in the Photo. Include weapons, armament, units, people, and actions. This information becomes the searchable data for imagery. As a rule, mention only what is in the picture, and describe exactly what you see. Briefly describe the exercise or circumstances after the visible elements have been described.

E4.5. Compression: When scanning in Adobe PhotoShop (both Mac and PC versions), the JPEG setting should be adjusted to maximum image quality. JPEG compression settings shall be set to 10:1 (Quality Level #8: "Maximum"). Images are compressed only after all enhancements/corrections have been completed. If an image needs to be saved while working on changes, it must be saved in a lossless file format (i.e. TIFF, PhotoShop's native format). Compression to a 10:1 ratio for transmission purposes ensures that the image will meet both JCCC and DVIC compression standards.

E4.6. Re-Compression: Do not re-compress an original file that has been saved in JPEG format. Any changes made to a compressed image's pixel dimensions (even 1 pixel) will result in re-compression when saved, and may introduce unwanted artifacts. Changes that do not alter the image size, such as changes to IPTC header information, will not result in re-compression and can be safely performed without fear of degrading the image quality with further compression artifacts.

E4.7. Summary: The standardization of file types, file sizes and scanning resolution builds a foundation for easy access to DoD imagery. Archival quality makes that imagery more valuable because it is optimized to the broadest range of output devices. When standardized methods and archival quality are combined, the life of a scanned image is maximized, and the need for

Attachment 4

rescanning over its life cycle is minimized. Consistently implemented, an enormous savings in man-hours can be realized for DoD.

E5. ENCLOSURE 5**DoD (ARCHIVAL)**
DIGITAL CAMERA IMAGE GUIDELINES

E5.1. This document provides guidance on the standards to be used with digital formats. It is necessary to insure that the most useful file size and type are sent to the Defense Visual Information Center (DVIC) for inclusion in the still media records collection. Adhering to these standards will protect the archival quality of permanent DoD visual information records and insure their widest possible dissemination.

E5.2. The following standards shall be utilized when acquiring imagery for forwarding to the JCCC or CAP. Imagery retained for local use may be cropped, color corrected, or resized in accordance with the guidelines of DoD 5040.5, "Alteration of Official DoD Imagery."

E5.3. Digital Camera Original Images. The purely digital image has had tremendous impact on the quality of archival imagery. As the technology improves, we expect to see significantly increased use of digital cameras. While these images are not yet equal in quality to film, they are used extensively in capturing important images that are used at the National Command Authority level. The official record elements for a digital camera image are the uncompressed high-resolution digital image and the embedded IPTC caption data. There must be procedures to capture the best quality images from the digital camera before the original file is destroyed. Consistently following these standards will give the best opportunity for maximum exploitation of the digital image.

E5.3.1. Digital Camera Originals. Digital camera originals should be sent to the CAP for the DoD archives as raw digital camera or TIFF files. These uncorrected file formats will ensure that the highest quality is preserved as the master original.

E5.3.2. Downloading Images from a Digital Camera: Selected digital camera originals shall be saved to a hard drive as raw or TIFF files with embedded IPTC caption information if the format provides for such caption information. These images can be accumulated until enough files exist to write to a CD-ROM or other removable storage media such as a Zip disk. The media should then be forwarded to the CAP for further processing.

E5.3.3. Resolution: Images shot on a high quality professional camera will have a minimum 1,000 DPI and will result in approximately a 4.5-megabyte file. This is considered archival quality. In those cases where a lower quality digital image is all that is available of critical events, these images will be accessioned.

E5.3.4. Cropping: Do not crop.

E5.3.5. Corrections: Do not make corrections to Levels, Auto Levels, Curves, Color Balance, and Brightness/Contrast. Since monitors are calibrated differently, what you see on the monitor is usually not what output devices will produce.

E5.3.6. Orientation: Ensure image is correctly oriented.

E5.3.7. Image Size: No change will need to be made to the image size of a digital camera original file.

E5.3.8. File Size: Make no adjustments to the file size.

E5.3.9. File Name: The file name of a digital image shall be the image's VIRIN, unless the software in use does not support the VIRIN's format. If system software does not support long file names, use the standard 8.3 file name convention. The first six characters are the date in VIRIN format with the last two characters of the VIRIN added (the sequence number). Make sure that the file extension reflects the file format that is used. Thus, a TIFF file would have the file extension .tif. An example of a digital still image file in 8.3 format would be 980430-N-8204E-005 becoming 98043005.tif.

E5.3.10. Captioning: Chapter 2 of this document should be followed when writing the caption. Do not use general captions for a series of images. Identify exactly what is in each image. Identify all the visible elements in the image. Include weapons, armament, units, people, and actions. This information becomes the searchable data for imagery. As a rule, mention only what is in the picture, and describe exactly what you see. Briefly describe the exercise or circumstances after the visible elements have been described.

E5.3.11 Compression: Do not compress.

E5.3.12. JPEG Files. Selected digital camera images ("highlight Photography") will need to also be "saved as" JPEG files for transmission to the JCCC in accordance with the standards set in this section.

E5.4. Summary: These standards will provide a foundation for both preservation of, and easy access to, DoD imagery. Archival quality makes that imagery more valuable because it is optimized to the broadest range of output devices. When standardized methods and archival quality are combined, the life of an image is maximized. Consistently implemented, an enormous savings in man-hours can be realized for DoD.

E6. ENCLOSURE 6**IPTC HEADER FIELD GUIDE**

Field Name		Field Contents for DoD Images																						
IPTC Header Name	DoD Required Information																							
Object Name	VIRIN	<p>Enter the Visual Information Record Identification Number</p> <p>Format: YYMMDD-(Service Letter –These are the same as shown in the Service Shown field below)-SSN(last Four only)R(first letter of Photographer's last name)- 000(sequence number of image for that day, starting with 001)</p> <p>For example: 960115-F-1207R-001</p>																						
Urgency	Not Used	Make no entry in this field																						
Category Code	Service Shown	Enter the code for the service Branch of the subjects in the Image. The codes are:																						
		<table><tr><th>Code</th><th>Meaning</th></tr><tr><td>A</td><td>Army</td></tr><tr><td>C</td><td>Coast Guard</td></tr><tr><td>D</td><td>DoD Civilian</td></tr><tr><td>F</td><td>Air Force</td></tr><tr><td>J</td><td>Multi-Service (more than one service shown in photo, such as Army troops boarding an Air Force Aircraft)</td></tr><tr><td>K</td><td>Foreign (troops or subject matter from one nation – not multinational)</td></tr><tr><td>L</td><td>Multi-national (troops or subjects from more than one nation shown in photo)</td></tr><tr><td>M</td><td>Marine Corps</td></tr><tr><td>N</td><td>Navy</td></tr><tr><td>O</td><td>Other (use this when there are only civilians or when there are no people or Military Service-related subject at all in the picture)</td></tr></table>	Code	Meaning	A	Army	C	Coast Guard	D	DoD Civilian	F	Air Force	J	Multi-Service (more than one service shown in photo, such as Army troops boarding an Air Force Aircraft)	K	Foreign (troops or subject matter from one nation – not multinational)	L	Multi-national (troops or subjects from more than one nation shown in photo)	M	Marine Corps	N	Navy	O	Other (use this when there are only civilians or when there are no people or Military Service-related subject at all in the picture)
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Attachment 4

Supplemental Categories (Note: PhotoShop allows many entries in this area. Please limit your entries to these four:	Classification	Normally this should be Unclassified can be FOUO. The JCCC can handle up to Secret, however you must make arrangements prior to transmitting classified files. Classified files are NOT handled in the same system.
	Classification Authority	The authority cited authorizing the classification of an image. Normally left blank.
	TDY Email/Phone #	The Email address of the photographer, or a phone number, at the TDY location. This is for JCCC use so they can contact the photographer/editor in case there are questions about the images. The number is expected to become invalid quickly.
	Photographer's Home Unit Email/Phone #	The Email address of the photographer, or a phone number, at the HOME UNIT location. This is for JCCC or CAP use so they can contact the photographer in case there are questions about the images.
Keywords	Keywords	Single word entries. Please leave this blank under normal circumstances. However, when images show multi-Service subjects, please note the Services shown as individual keywords.
Special Instructions	Public Release Instructions	Enter the Name and Rank of the releasing authority for images approved for release by a field Public Affairs Officer.
Date Created	Date Shot	The date the image was taken. This date must match the date in the VIRIN's date. The format is: YYYYMMDD.
Byline	PH Rank & Name	The photographer's Rank and Name (first and last names).
Byline Title	PH Home Unit	The photographer's Home Unit.
City	Base/Locale	The base or locale of the shoot.
Province-State	State/Prov.	The state or province of the shoot, use the two letter codes.
Country	Cntry/Area	The country or area of the shoot. Use the three-letter code. For ocean areas enter the area, i.e. IOR (Indian Ocean Region), for aerals use either the country code for the country being flown over, or the ocean area code for the ocean being flown over.
Headline	Operation/Exercise Name	The name of the operation or exercise. If not part of an operation or exercise, leave blank.
Credit	PH TDY Unit	The unit the photographer was temporarily assigned to during the shoot (must be on official orders). If not assigned then leave blank.

Source	Image Source	The media used to capture the image, either Digital or Film is entered here (do not enter the film type or format).
Caption	Caption	<p>Enter the caption information here in accordance with the guidelines of Chapter 2. Do not repeat information gathered elsewhere in this header. Ensure the names of recognizable individuals are listed (do not list hometowns). Identify recognizable equipment and weapons systems. Captions should be no more than 100-150 words.</p> <p>When identifying two or less individuals their names should be in the body of the caption. With three or more individuals, list their names at the end of the caption.</p>
Caption Writer	Caption Writer	The name of the individual writing the caption. This applies if you edit the caption written by the photographer.
Original Transmission Reference No.	Command Shown	Enter the Major Command of the unit photographed. For example: Air Mobility Command or Atlantic Fleet or FORSCOM or EUCOM.

E7. ENCLOSURE 7

RECORDS FLOW CHARTS

Chart 1 -- VI STILL IMAGE RECORD FLOW (Joint Environment or NCA Interest)

Chart 2 -- VI STILL IMAGE RECORD FLOW (Outside Joint Environment)

Chart 3 -- VI DOC VIDEO PATH (Joint Environment or NCA Interest)

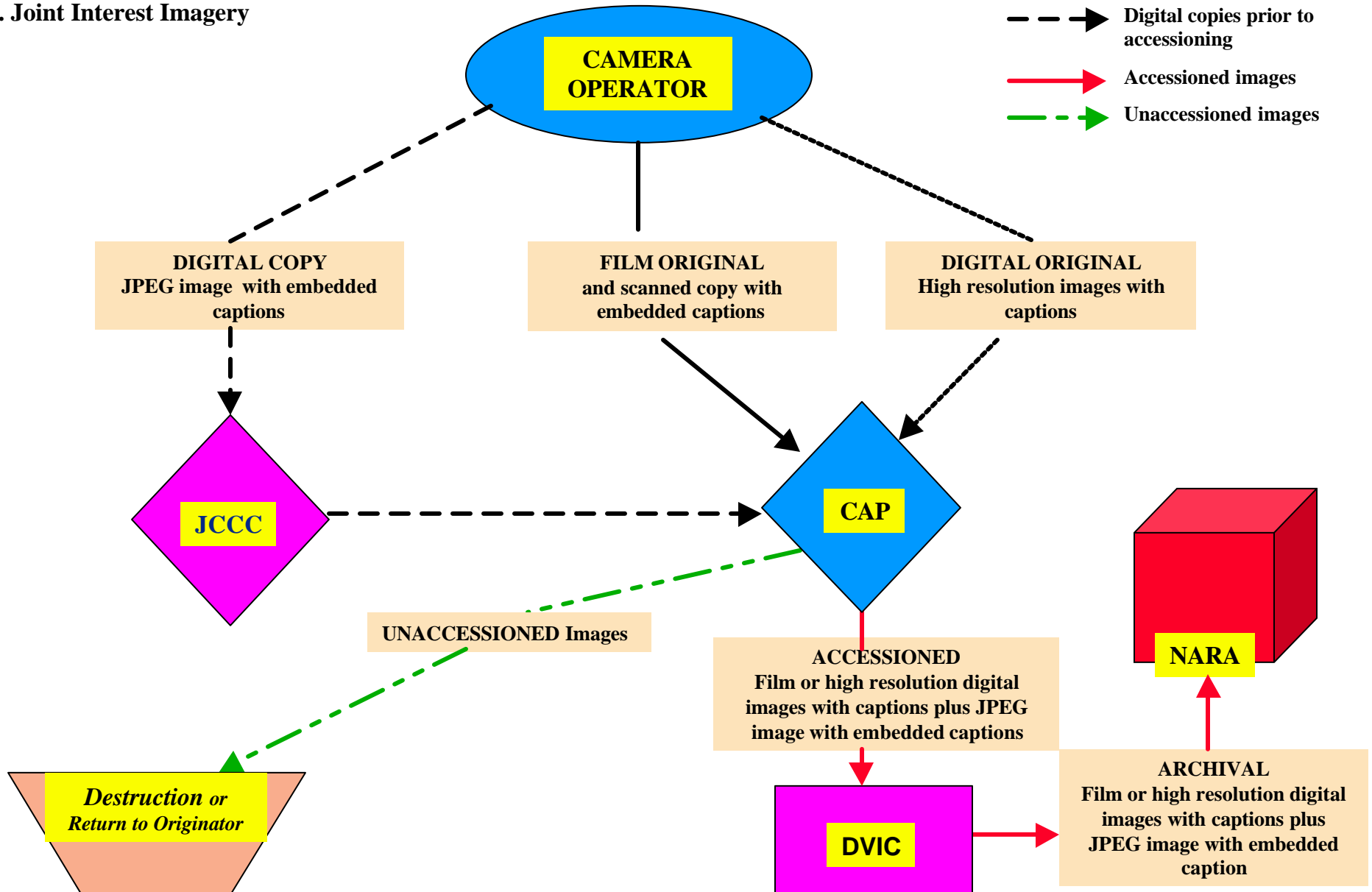
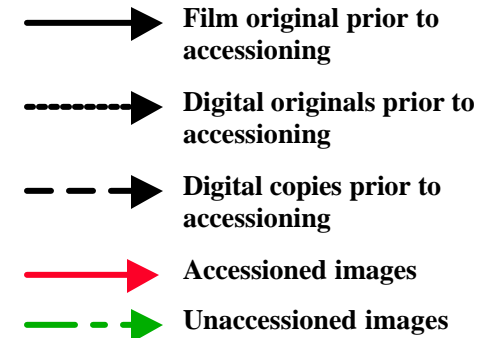
Chart 4 -- VI DOC VIDEO PATH (Outside Joint Environment)

This Diagram is for:

- 1. Military operations and exercises with activity from more than one service.**
- 2. Joint Interest Imagery**

STILL IMAGE LIFECYCLE

JOINT ENVIRONMENT/JOINT INTEREST

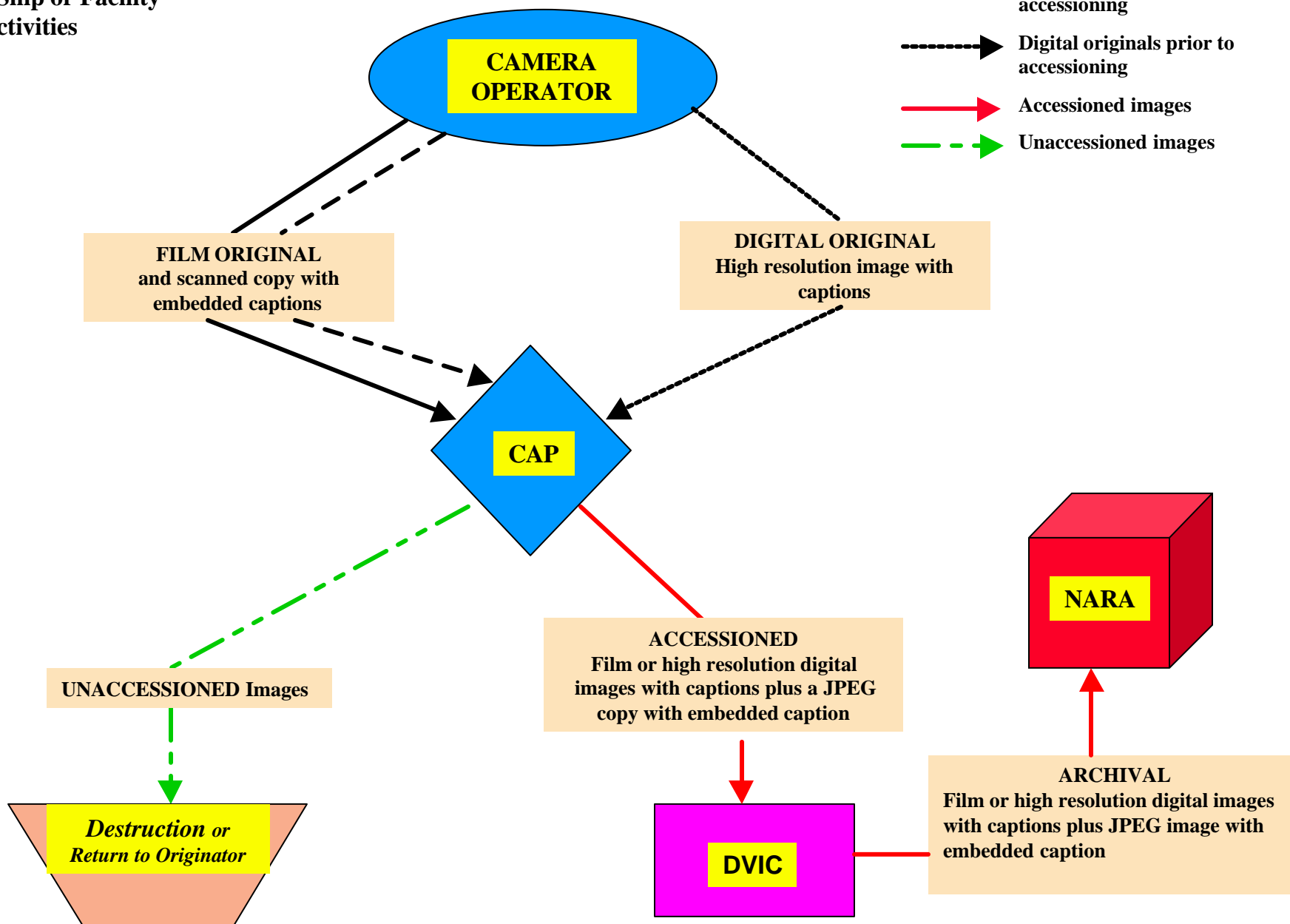


This Diagram is for:

- 1. Military operations that involve only a single Service**
- 2. Unit/Base/Ship or Facility events & activities**

STILL IMAGE LIFECYCLE

INDIVIDUAL SERVICE ENVIRONMENT

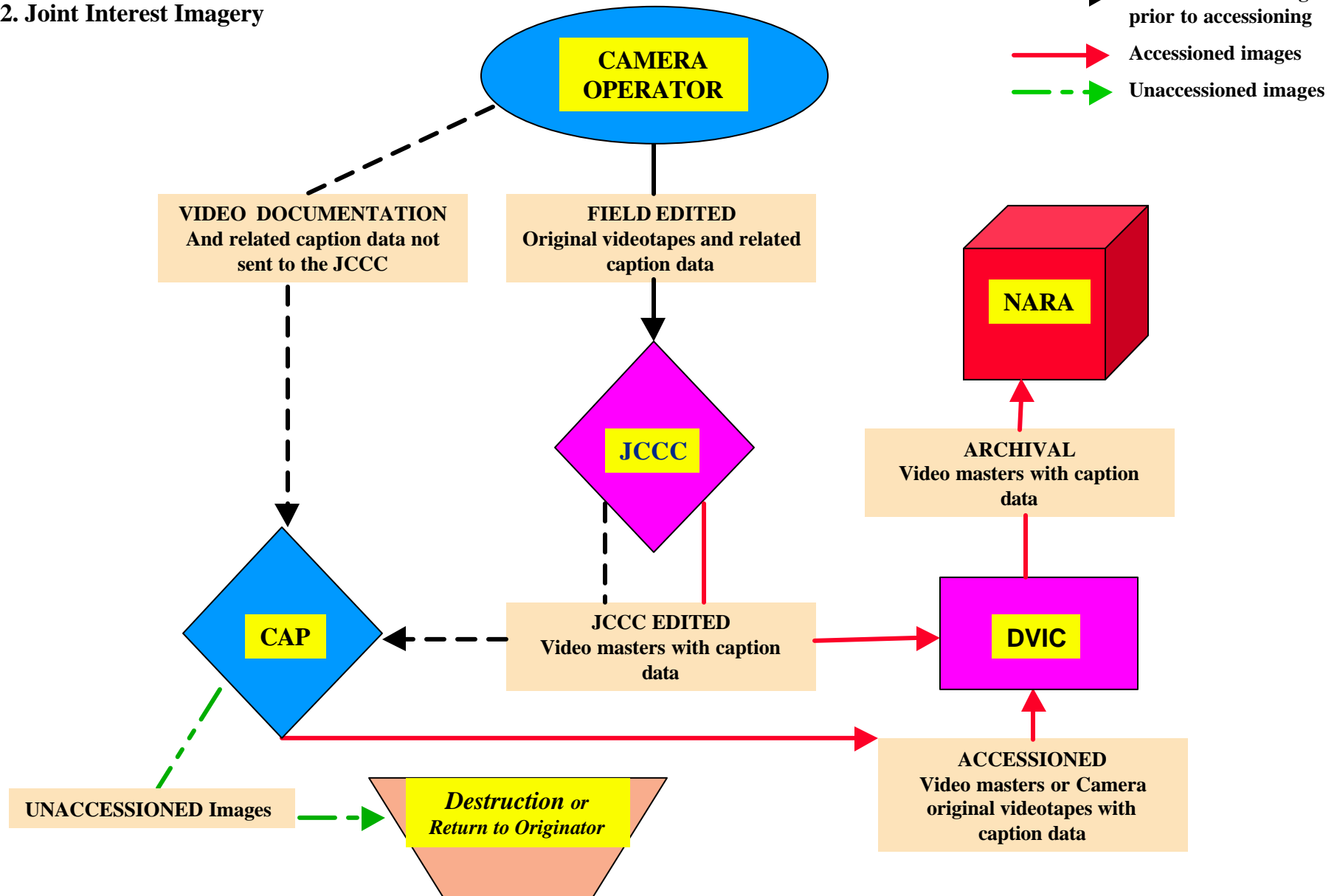


VI DOC / VIDEO IMAGE LIFE CYCLE

This Diagram is for:

1. Military operations and exercises with activity from more than one service.
2. Joint Interest Imagery

JOINT ENVIRONMENT /JOINT INTEREST



This Diagram is for:

- 1. Military operations that involve only a single Service**
- 2. Unit/Base/Ship or Facility events & activities**

VIDEO IMAGE LIFECYCLE

INDIVIDUAL SERVICE ENVIRONMENT

